

16th YEAR • A WEEKLY PUBLICATION

File copy
7/60/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

january						
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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING THURSDAY, JULY 26, 1956</u>			
Thursday July 26 9:30 A.M.	PRESS PREVIEW: MAURER BRIDAL FASHIONS Preview of Fall Maurer bridal fashions. By invitation. <u>Customer showing</u> at 5:30 P.M. on 4th floor in store. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Thursday July 26 4:30 P.M. Cocktails	PRESS PREVIEW: "MUSIC IN COLOR" Showing of new fabric styling and color in Hi-Fi and Phonographs. By invitation. Contact: Mad-Lyn Associates, BR. 9-5967.	SYMPHONIC CORP.	HOTEL NEW YORKER HARTFORD ROOM

BACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS

Thursday July 26 9:30 A.M.	OHRBACH'S Ohrbach's will preview their back-to-school fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	4TH FLOOR
Tuesday July 31	BLOOMINGDALE'S Opening of College Shop. Publicity: Margaret deMille, EL. 5-6400, Ext. 695.	3RD FLOOR
Wednesday August 1 10:00 A.M.	GIMBELS Gimbels will preview boys' and girls' back-to-school fashions. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	2ND FLOOR
Wednesday August 1	LORD & TAYLOR Opening of College Shop. Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Wednesday August 1	SAKS FIFTH AVENUE Informal showings all day of college and career fashions. Press by invitation. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	7TH FLOOR
Thursday August 2 9:30 A.M.	MACY'S NEW YORK Macy's will preview back-to-school fashions to the press. By invitation only. Publicity: Nancy Rosenfeld, OX. 5-4400, Ext. 2431.	13TH FLOOR
Monday August 6 11:00 A.M.	ARNOLD CONSTABLE College fashion preview for press and customers. Suburban store showings: <u>Hempstead</u> , August 7 at 3:30 P.M.; <u>New Rochelle</u> ; August 8 at 3:30 P.M.; <u>Hackensack</u> , August 14 at 3:30 P.M.; <u>Manhasset</u> , August 15 at 3:30 P.M.; <u>Trenton</u> , August 16 at 3:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 6 3:00 P.M.	MARTIN'S (BROOKLYN) Martin's will preview their college, career and country fashions. By invitation. (College shop opening Wed., Aug. 1). <u>Customer showings</u> : Thurs., August 16, 5:30 - 7:00. Publicity: Rita Dobbins, TR. 5-3100.	6TH FLOOR

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREBACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS (Continued)

Monday August 6 4:30 P.M.	ABRAHAM & STRAUS A&S will preview their college and career fashions to the press. By invitation. College Shop will open to the public, Mon., July 30 with College Board modeling from 12:00 to 2:00. Also Aug. 9, 16, 23 from 5:30 to 6:00. Publicity: Juli Daves, TR. 5-7200.	7TH FLOOR
Monday August 6	STERN'S Stern's will present college fashions. Informal modeling by College Board members on Thurs., August 9 from 5:00 to 7:00 P.M. Publicity: Amelia Cram, LO. 5-7960, Ext. 322.	3RD FLOOR
Monday August 6	BAMBERGER'S Opening of the College, Career and Back-To-School Shops. Contact: Dorothy Parr, Market 2-1212.	3RD FLOOR
Tuesday August 7 9:30 A.M.	MACY'S NEW YORK Macy's will preview their college fashions to the press. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	3RD FLOOR
Tuesday August 7	RUSSEKS FIFTH AVENUE Opening of College Shop. Show at 6:00 P.M. Publ: Pat Keller, WI. 7-1900.	7TH FLOOR
Wednesday August 8 10:00 A.M.	GIMBELS Gimbels will preview their college and career fashions to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.	3RD FLOOR
Thursday August 9 9:30 A.M.	OHRBACH'S Ohrbach's will preview their college and career fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	4TH FLOOR
Thursday August 9	SAKS-34TH Opening of College Shop. Publicity: Arthur See, LA. 4-7000.	3RD FLOOR
Tuesday August 14 9:30 A.M.	BEST & CO. Best's will preview their college fashions to the press. By invitation. Publicity: Gay Stearns, PL. 9-2000.	13TH FLOOR
Thursday August 16 9:30 A.M.	PECK & PECK Peck & Peck will preview their Fall college fashions to the press. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	260 4TH AVE. (20 ST.)
Wednesday August 22 12:15 P.M.; 6:00 P.M.	KRESGE-NEWARK Kresge-Newark will present college, career and country fashions. Press invited. <u>On Sat., August 25 at 12:30 P.M.</u> , showing of children's back-to-school fashions, Thimbleberry Room, 7th Fl. Open to public. Publicity: Rita Nagle, MITCHELL 2-8000.	3RD FLOOR
Thursday August 30	RUSSEKS FIFTH AVENUE Showing of career fashions at 6:00 P.M. Publ: Pat Keller, WI. 7-1900.	7TH FLOOR

August 2 MACY'S BACK-TO-SCHOOL FASHION PREVIEW AT 9:30 A.M. (See Page 1).

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday August 4- August 12	FIRST ANNUAL BABY & CHILDREN'S SHOW Theme: "American Industry's Effort for a Better World for Children". Babies through teen-agers and maternity fashions will be shown. Also, furniture, toys, books, food, sports exhibits. Daily trade showings from 10:00 A.M. to 1:00 P.M.; public from 1:00 P.M. to 10:00 P.M. Publicity: Charles Schreiber, Universal Public Relations, 270 Park Ave., MU. 8-0064.	NATIONAL BABY AND CHILDREN'S WEAR SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE
August 6	ARNOLD CONSTABLE'S COLLEGE FASHION PREVIEW AT 11:00 A.M. (See Page 1).		
August 6	MARTIN'S COLLEGE, CAREER & COUNTRY PREVIEW AT 3:00 P.M. (See Page 1).		
August 6	ABRAHAM & STRAUS COLLEGE FASHION PREVIEW AT 4:30 P.M. (See Page 2).		
August 7	MACY'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 2).		
August 8	GIMBELS COLLEGE AND CAREER FASHION PREVIEW AT 10:00 A.M. (See Page 2).		
Wednesday August 8 1:15 P.M.	SHOWING OF FALL MATERNITY FASHIONS Baby Talk Magazine will show Fall and Winter maternity fashions at National Baby and Children's Show. Contact: Irene Fogel, OR. 9-4400.	BABY TALK MAGAZINE	NEW YORK COLISEUM COLUMBUS CIRCLE
August 9	OHRBACH'S COLLEGE & CAREER FASHION PREVIEW AT 9:30 A.M. (See Page 2).		
Saturday August 11 5:00 P.M.	PRESENTATION OF FALL FASHIONS Showing of David Crystal's dresses, Haymaker's sportswear and men's shirts by Izod at Fred Waring's Shawnee-on-the-Delaware. By invitation. Publicity: Shawnee--Ed Sweet; David Crystal--Terry Mayer, BR. 9-6560.	DAVID CRYSTAL HAYMAKER; IZOD	SHAWNEE-ON-DELAWARE, STROUDSEBURG, PA.
August 13	DEMOCRATIC CONVENTION IN CHICAGO.		
August 14	BEST'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 2).		
Wednesday August 15 9:30 A.M. Breakfast	PRESS PREVIEW: FALL COATS AND SUITS Macy's will preview their Fall coats and suits. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
August 16	PECK & PECK'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 2).		
August 19- August 25	NATIONAL DENIM WEEK. Theme: "Work Excitement". Contact: Jessica Bradt, The Denim Council, 375 Fifth Avenue, MU. 3-9918.		
August 20	REPUBLICAN CONVENTION IN SAN FRANCISCO.		
Tuesday August 21- August 22	SEMI-ANNUAL LEATHER SHOW Forty-ninth semi-annual members' showing of American Leathers. Exhibit hours: <u>August 21</u> --9:00 A.M. to 7:00 P.M.; <u>August 22</u> --9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday August 22 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE Semi-annual footwear style conference for Spring and Summer 1957, featuring apparel, fabric and color trends. For shoe, leather and allied fashion industries. Contact: L. E. Iangston, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Wednesday August 22 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW LINENS Macy's will preview "The Midas Touch in Linens." By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sunday August 26- August 30	FIFTY-FIRST ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches and silverware will be displayed; and discussions by members of the jewelry industry. Contact: Charles M. Isaac, 551 Fifth Avenue, MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
Monday August 27 9:30 A.M. Breakfast	PRESS PREVIEW: HATS AND FALL FASHIONS Abraham & Straus will preview "Lovely Lady" millinery and Rose Room fashions for Fall. By invitation only. <u>Customer millinery shows</u> , Thurs., August 30 on third floor at 5:30 and 6:30 P.M. Publicity: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	7TH FLOOR EXEC. CONFERENCE ROOM
Tuesday August 28 11:00 A.M.	"MISS BERGDORF" FALL FASHIONS The press will be invited to preview "Miss Bergdorf's" Fall fashions. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday August 28 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF "TEXTILES, USA" An exhibition of more than 180 woven, knitted and dyed fabrics, manufac- tured by 111 firms in the U.S. Open to public, August 29 - Nov. 4. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR & GARDEN
Sept. 3	LABOR DAY (Monday)--Legal Holiday.		

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 4	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 5	<u>BERGDORF GOODMAN</u> At 11:30 A.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 6	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: RUTH SMITH,	PL. 5-2600
Friday Sept. 7	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON,	CI. 7-1100
Tuesday Sept. 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD,	EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 4	SWIMWEAR OPENINGS IN LOS ANGELES Sept. 4: Jantzen. Sept. 6: Gantner.	CALIFORNIA SWIMSUIT MANUFACTURERS Sept. 5: Rose Marie Reid, Maurice Handler, Caltex. Sept. 7: Cole of California, Catalina, DeWeese Designs.	LOS ANGELES, CALIFORNIA
Sept. 5	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 11:30 P.M. (See Page 4).		
Wednesday Sept. 5 3:00 P.M.	PRESS PREVIEW OF ACCESSORY BAZAAR Eighth Annual Accessory Bazaar and showing of international collection of accessories. By invitation. Publ: Nancy Rosenfield, OX. 5-4400, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR BOARD ROOM
Sept. 6	ROSH HASHONAH -- First Day of Jewish New Year (Thursday).		
Sept. 6	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Sept. 7	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 4).		
Monday Sept. 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's import collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday Sept. 10- Sept. 14	SECOND ANNUAL "CHERRY BLOSSOM FESTIVAL" A. P. Silk Company will present their new imported and domestic fabrics for Spring and Summer. Press by invitation. Contact: Countess Denise Dolfin, LO. 4-3335. Publicity: Ken Williams, JU. 6-8217.	A.P. SILK CO., INC.	1412 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 10	RESORT & EARLY SPRING OPENINGS FOR BUYERS Contact: Resort Wear Guild, 740 So. Broadway, Los Angeles 14, Calif.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
Tuesday Sept. 11 12:30 P.M. Luncheon	FALL FASHIONS BY LUIS ESTEVEZ Fall fashions by Luis Estevez, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Grenelle-Estevez contact: Elizabeth Harris, LO. 4-5820. Produced by Mary Alice Rice, CI. 6-1790.	GRENELLE-ESTEVEZ LTD.	HOTEL AMBASSADOR BALLROOM
Sept. 11	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Wednesday Sept. 12 2:30 P.M.	PREVIEW OF FALL AND WINTER COLLECTION Mme. Garnett will personally present her Fall and Winter collection. By invitation only. Contact: Floria Paci, EL. 5-5275. Publicity: Elizabeth Maher Associates, EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Sept. 12 4:00 P.M. Cocktails	PREVIEW OF 1957 SWIMSUITS Jantzen will preview their 1957 "International Set" Cruise, Spring and Summer collection. Showing at 4:30 P.M. By invitation only. Contact: Meryle Allen; publicity: Lillian Zmania, OX. 7-0811.	JANTZEN, INC.	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 13 12:30 P.M. Luncheon	FALL SUITS BY BEN GERSHEL Ben Gershel's Fall suits will be presented by B. Altman during luncheon. Press by invitation. Public by reservation, contact: PL. 9-3000, Ext.176. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 13 3:00 P.M.	PREVIEW OF FASHIONS BY MURIEL KING Press preview of Fall fashions by Muriel King, with Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Thursday Sept. 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW LINGERIE FABRIC J.P. Stevens will introduce their new lingerie fabric "Angel's Touch." Fashion show at 5:30 P.M. By invitation only. Commentator: Betty Furness. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	J.P. STEVENS & CO., INC.	WALDORF-ASTORIA EMPIRE ROOM
Sept. 15	YOM KIPPUR--Jewish Day of Atonement (Saturday).		
Tuesday Sept. 18 11:30 A.M.	PRESS PREVIEW OF FALL READY-TO-WEAR Bergdorf Goodman will preview their Fall ready-to-wear originals. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 18 4:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Jordan will preview its Sea Nymph Resort and Summer collection, designed by Grace Arcuri; also, introducing Mabs of California, couturier swimwuits. Showing at 4:30 P.M. By invitation. Publ: Helen Rotham, WI. 7-6700.	JORDAN MFG. CO. (SEA NYMPH)	HOTEL ST. REGIS ROOF
Wednesday Sept. 19 11:00 A.M.	PRESS PREVIEW: CUSTOM- ORDER ORIGINALS Oldric Royce will present his Fall and Winter collection of custom-made fashions. By invitation only. Publicity: Nona James, MU. 5-4834.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 19 12:00 Noon Luncheon	SHOWING OF FALL FASHIONS AT LUNCHEON Luncheon presentation of Fall fashions from the Hattie Carnegie Blue Room. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Sidney Winters, PL. 5-2600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HATTIE CARNEGIE BLUE ROOM	WALDORF-ASTORIA EMPIRE ROOM
Friday Sept. 21 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Co-Chairmen, Ready-to-Wear Division: Bettina Ballard and Margaret deMille. (Prices and details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Sept. 26 12:30 P.M. Luncheon	SHOWING OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext.176. (Note Change of Hotel). Bloomingdale's Publicity: Margaret deMille, EL. 5-6400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BLOOMINGDALE'S	HOTEL PLAZA PERSIAN ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 28 11:30 A.M.	PRESS PREVIEW OF FALL FURS Bergdorf Goodman will preview their Fall and Winter furs to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR

RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

Beginning Monday Oct. 1	DAVIDOW. 550 Seventh Avenue. PE. 6-6909 DAVID M. GOODSTEIN, INC. 498 Seventh Avenue. LA. 4-2577 KANE-WEILL. 498 Seventh Avenue. LO. 5-3041 ZOLTAN ROSENBERG CO. 550 Seventh Avenue. LA. 4-6691 SPORT-CRAFT, INC. 550 Seventh Avenue. LA. 4-9724 Contact individual manufacturers.
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Wednesday Oct. 3 12:00 Noon Luncheon	FABRIC DIVISION LUNCHEON MEETING Co-Chairmen: Frances Clarke and Janet Livingstone. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
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Wednesday Oct. 10 3:30 P.M. Cocktails	PREVIEW OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her Resort and Summer swimsuit collection for misses and juniors. Show followed by cocktails. By invitation only to press and buyers. Publicity: Jan Lovett, PE. 6-6275.	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE GRAND BALLROOM
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SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

Beginning Monday Oct. 15	LARRY AIDRICH CO., INC. 530 7th Ave. (12 Fl.). CH. 4-1872 BEN BARRACK, INC. 498 7th Ave. (7 Fl.). LO. 4-3923 HARVEY BERIN, LTD. 530 7th Ave. (7 Fl.). PE. 6-0206 BRANELL. 530 7th Ave. (27 Fl.). PE. 6-6983 OLEG CASSINI, INC. 498 7th Ave. (11 Fl.). LO. 5-6453 WILLIAM FOX, INC. 530 7th Ave. (21 Fl.). OX. 5-4070 ED GERRICK, INC. 550 7th Ave. (7 Fl.). LO. 4-1820 A. GOODMAN & CO., INC. 530 7th Ave. (12 Fl.). WI. 7-4077 GRABOIS. 498 7th Ave. (5 Fl.). CH. 4-2767 HARMAY 498 7th Ave. (22 Fl.). PE. 6-5547 JACK HORWITZ ASSOCIATES 498 7th Ave. (9 Fl.). LO. 4-1860 JOBBER, INC. 530 7th Ave. (20 Fl.). PE. 6-1938 JUNIOR SOPHISTICATES 498 7th Ave. (4 Fl.). LO. 4-0462 NAT KAPLAN, INC. 498 7th Ave. (21 Fl.). LO. 5-4115 DAVID LEVINE CO. 530 7th Ave. (21 Fl.). LA. 4-0237 ROSALIE MACRINI 550 7th Ave. (11 Fl.). CH. 4-2655 PAUL PARNES CORP. 498 7th Ave. (10 Fl.). CH. 4-4600 BEN REIG, INC. 498 7th Ave. (23 Fl.). CH. 4-1542 RUDOLF GOWNS 530 7th Ave. (12 Fl.). WI. 7-6865 MARTIN SIMON, INC. 498 7th Ave. (7 Fl.). LA. 4-2877 HERBERT SONDHEIM, INC. 530 7th Ave. (20 Fl.). LA. 4-7540 FRANK STARR, INC. 530 7th Ave. (19 Fl.). LA. 4-7690 SUZANNE-AUGUSTINE, INC. 1 W. 47 St. (7 Fl.). PL. 7-3465 HANNAH TROY, INC. 530 7th Ave. (2 Fl.). LO. 3-0988 SAMUEL WINSTON, INC. 530 7th Ave. (11 Fl.). CH. 4-2617 Contact: Leonard Gendler, FOGA Secy, 1440 Broadway, CH. 4-6945.
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MOVIES...MUSIC...THEATRE...OPERA...BALLET

Wednesday August 1	PREMIERE: "AUTUMN LEAVES" (Movie) ASTOR THEATRE, BROADWAY & 44TH STREET Joan Crawford will star with Cliff Robertson in Columbia's new drama about a woman who marries a younger man, with Vera Miles, Ruth Donnelly, Lorne Greene. Producer: William Goetz. Director: Robert Aldrich. Costumes: Jean Louis. Columbia Publicity: Hortense Schorr, CI. 5-5000.
Thursday August 2	PREMIERE: "HIGH SOCIETY" (Movie) MUSIC HALL, 6TH AVE. & 50TH STREET Bing Crosby, Grace Kelly, Frank Sinatra and Celeste Holm will star in MGM's Technicolor-VistaVision musical version of "The Philadelphia Story". Director: Charles Walters. Producers: Sol C. Siegel. Costumes: Helen Rose. MGM Publicity: Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.
Thursday August 2	PREMIERE: "BIGGER THAN LIFE" (Movie) VICTORIA THEATRE, B'WAY & 46TH ST. James Mason, produced and will star in 20th Century-Fox's CinemaScope-DeLuxe Color production; co-starring Barbara Rush and Walter Matthau. Director: Nicholas Ray. Costumes: Mary Wills. 20th Century Publicity: Charles Levy, CO. 5-3320.
Sunday Sept. 16- Sept. 30	OPENING: "THE ROYAL DANISH BALLET" MET OPERA HOUSE, B'WAY & 39TH STREET The Royal Danish Ballet will be seen for 17 appearances only -- presented by Columbia Artists Management, in association with Howard Lanin Management. Tickets: \$1.80 - \$7.50. Publicity: Levrett Wright, CI. 7-6900.
Tuesday Oct. 23	OPENING: "THE OLD VIC COMPANY" THEATRE TO BE ANNOUNCED Sol Hurok will present The Old Vic Company in an eight week Shakespearean season with Paul Rogers, Claire Bloom, John Neville, Coral Browne. Settings and costumes: Frederick Crooke. Publ.: Martin Feinstein, PL. 9-6000.
Thursday Oct. 25	OPENING: "SEPARATE TABLES" MUSIC BOX THEATRE, 239 WEST 45TH STREET The Producers' Theatre, in association with Hecht-Lancaster will present Eric Portman and Margaret Leighton in 2 one-act plays by Terence Rattigan. Director: Peter Glenville. Publ.: William Fields or Barry Hyams, PL. 7-6900.
Wednesday Oct. 31	OPENING: "AUNTIE MAME" BROADHURST THEATRE, 235 WEST 44TH STREET Rosalind Russell will star in an adaptation by Robert E. Lee and Jerome Lawrence of the best-selling novel by Patrick Dennis. Produced by Robert Fryer and Lawrence Carr. Director: Morton DeCosta. Publicity: Arthur Cantor, CI. 6-6496.
Thursday Nov. 8	OPENING: "THE BEST HOUSE IN NAPLES" THEATRE TO BE ANNOUNCED Nick Mayo will present the F. Hugh Herbert new play starring Katy Jurado. Scenery: Ralph Alswang. Costumes: Jerry Boxhorn. Publicity: Harvey Sabinson, 1780 Broadway, CI. 6-0856.
Wednesday Nov. 14	OPENING: "A VERY SPECIAL BABY" BELASCO THEATRE, 111 WEST 44TH ST. Ezio Pinza and Sylvia Sydney will star in James Costigan's new play, produced by David Susskind and Monty Shaff. Sets and costumes: Howard Bay. Publicity: Arthur Cantor, CI. 6-6496.
Thursday Nov. 22	OPENING: "CANDIDE" MARTIN BECK THEATRE, 302 WEST 45TH STREET Ethel Linder Reiner and Lester Osterman Jr. will present a musical version of Voltaire's play, adapted by Lillian Hellman, featuring Robert Rounseville and Irra Petina. Director: Tyrone Guthrie. Music: Leonard Bernstein. Settings: Oliver Smith. Costumes: Irene Sharoff. Choreography: Tom Brown. Publicity: Ben Washer, MU. 4-8088.